

### **Amendments To The Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims**

Claim 1 (currently amended):        A method for delivering a weather-related advertisement ~~information~~ to an individual, ~~the weather information being related to a geographically confined area and a defined period of time;~~ the method comprising: selecting the weather-related advertisement according to weather information about expected weather conditions, said expected weather conditions being related to a geographically confined area and a defined period of time; and delivering said weather-related information ~~with an advertisement~~ to the individual.

Claim 2 (previously presented):        The method of claim 1, wherein the individual receives the weather information through a wireless device.

Claim 3 (previously presented):        The method of claim 2, wherein said wireless device comprises a display screen, and wherein said advertisement is displayed in conjunction with said weather information on said display screen.

Claim 4 (previously presented):        The method of claim 2, wherein said advertisement is selected according to said wireless device.

Claim 5 (previously presented):        The method of claim 4, wherein said advertisement is selected according to a physical location of said wireless device.

Claim 6 (previously presented):        The method of claim 4, wherein said advertisement is selected according to the individual subscribing to said wireless device.

Claim 7 (currently amended):        The method of claim ~~2~~1, wherein said advertisement is ~~selected according to~~ delivered with said weather information.

Claim 8 (currently amended): The method of claim ~~7~~1, wherein said advertisement is also selected according to a parameter defined by the individual.

Claim 9 (currently amended): The method of ~~any of claims 1-8~~claim 1, wherein the individual receives the weather information through a display, and wherein said advertisement is displayed in conjunction with said weather information on said display.

Claim 10 (previously presented): The method of claim 9, wherein said display comprises at least one of a billboard, a hoarding, a sign and a displayed Web page.

Claim 11 (currently amended): The method of ~~any of claims 1-10~~claim 1, wherein said advertisement is delivered according to at least one rule.

Claim 12 (previously presented): The method of claim 11, wherein said advertisement is selected according to a plurality of rules by a rule engine.

Claim 13 (previously presented): The method of claim 12, wherein said rule engine comprises a learning engine for learning at least one aspect of the user preference (s) and/or consuming habit (s) according to the weather.

Claim 14 (currently amended): The method of ~~any of claims 1-13~~claim 1, wherein said advertisement is built according to a scenario determined at least partially according to a prediction of the weather.

Claim 15 (previously presented): The method of claim 14, wherein said advertisement comprises a storyboard also built and/or selected according to at least one user preference.

Claims 16-21 (canceled)

Claim 22 (previously presented): A system for providing weather-related advertising to a user through an electronic device, comprising : (a) a weather server for providing at least one weather related parameter; (b) an advertising rule engine for selecting an

advertisement at least partially according to said at least one weather related parameter;  
and(c) a server for serving said advertisement to the electronic device.

Claim 23 (previously presented): The system of claim 22, wherein said rule engine further comprises a database for storing at least one user characteristic and for selecting said advertisement also according to said user characteristic.

Claim 24 (previously presented): The system of claim 23, wherein said rule engine comprises an advertising matrix for selecting said advertisement according to a plurality of rules.

Claim 25 (previously presented): The system of claim 24, wherein said rule engine comprises a plurality of target groups and wherein said advertising matrix selects a target group for the end user, such that said advertisement is selected according to said target group.

Claim 26 (previously presented): The system of claim 24, wherein said advertising matrix further comprises a story builder for building an advertisement according to a plurality of components.

Claim 27 (previously presented): The system of claim 26, wherein said advertising matrix further comprises an animation matrix for providing a plurality of animated components, such that said plurality of components for building said advertisement comprise animated components.

Claim 28 (new): The method of claim 1, wherein said weather information is determined according to location-based nowcasting.

Claim 29 (new): The method of claim 1, wherein the advertisement is delivered to a plurality of individuals having at least one similar characteristic.

Claim 30 (new): The method of claim 13, further comprising:

determining efficacy of an advertisement on a consumer activity of the individual by said rule engine.

Claim 31 (new): The method of claim 1, wherein said expected weather conditions comprise one or more of a temperature range, effective temperature, humidity, a rain pattern, hail, snow, ice, pollen count, dust level, air pollution level or UV radiation.

Claim 32 (new): A method for delivering weather-related content to an individual, the method comprising:

selecting the weather-related content according to expected weather conditions, said expected weather conditions being related to a geographically confined area and a defined period of time; and  
delivering said weather-related content to the individual.